IF IT’S IMPORTANT TO YOUR HEALTH AND WELLNESS, IT’S ON WEBMD

WebMD is the #1 health media company, trusted by more consumers than another other health site in the U.S. Millions come to WebMD for the unsurpassed knowledge, insights and inspiration that helps them and their families live happier, healthier lives.
THE LEADER IN HEALTHY LIVING INFORMATION

OUR REACH

1 in 4
U.S. ADULTS USE WEBMD EACH MONTH

50%
LARGER REACH THAN THE NEXT COMPETITOR

3X
THE PAGE VIEWS THAN THE NEXT COMPETITOR

#1
MAGAZINE READ IN DOCTOR’S OFFICES

COMSCORE 2016, GFK MRI DOUBLEBASE 2015
WHERE HEALTH EXPERTS INSPIRE HEALTHY DECISIONS

Our award-winning content is influenced and inspired by some of the top minds in medicine and wellness—from thought leaders advancing the latest trends, to practicing physicians with an exam-room perspective, to wellness experts on a mission to inspire a healthier lifestyle.

WebMD’s commitment to fresh, unbiased, and fact-based content balances technical accuracy with interest-driven storytelling in easy-to-understand language, helping consumers make better health decisions every day.
WE KNOW OUR AUDIENCE—AND THAT CAN HELP YOU DRIVE RESULTS

With guidance for managing a condition, inspiration for healthy living, and digestible information on breaking health news, we’re there for our audience as they seek answers to their questions and plan a course of action.

They trust us. They turn to us. And they’ll turn to you.

Expectant & New Moms

We reach **70%** more than the leading endemic baby and parenting sites

Wellness Devotees

63% of our audience visits WebMD for healthy living information from food and nutrition to healthy beauty, fitness, and beyond

Patients and Caregivers

71% use WebMD as their primary source of health information and decision making

COMSCORE, WEBMD HEALTHY NATION 2016
Healthy living and condition-specific content across desktop and mobile

WebMD Flagship, Pregnancy, Baby, Allergy, and Pain Apps

Over 40 lifestyle and condition e-newsletters

Facebook, Twitter, Instagram, blogs, and community

TRUSTED CONTENT, WHERE THEY NEED IT MOST

In the doctor’s office, at home, on the go, WebMD extends across every platform—online and in print, through apps and health management tools—empowering health-interested consumers anytime, anywhere. Integrate your brand where it matters most.
OUR RELATIONSHIPS WITH CONSUMERS ARE STRONG. YOURS CAN BE, TOO

With these marketing solutions and more, we’ll work closely with you to create a program that brings your brand directly to the customers you want to reach.

ADVANCED TARGETING
Harness the deep scale and proprietary data of WebMD with industry-leading audience targeting, on and off WebMD.

CONTEXTUAL PLACEMENTS
Engage and educate your target consumers through native content integration, signature tools and assessments, rich education centers, email, and more.

CONTENT MARKETING
Connect with consumers using the high-quality storytelling they expect, leveraging video as a core medium and maximizing distribution via social media channels.

PERFORMANCE SOLUTIONS
Measure your program’s effectiveness through qualified audience, KPI shifts, and transactional performance measurement.

CUSTOM RESEARCH
Uncover what matters most to your consumers—who they are, what they care about, and what actions they take—to better serve their needs.